**Adam Myers and Josh Markham**

**Planning:**

Before you even write a question, you need to do your research. Like anything else in marketing, you first need to know your audience. Then within your target market, focus on the customers who are willing to fill out your survey, those who sacrifice their time for your product survey will give truthful answers.

**Define Your Objectives:**

Figure out the decisions you’re trying to make so you can focus your survey on those specific decisions.

**Work Backwards:**

Once your objectives are set, once you’ve done that, you can determine the data you need to gather in your survey to make your decision.

**Check for Bias:**

Make sure you’re not asking leading questions.

**Do a Test Drive:**

It would help to look it over once you’re done writing it. Proofread, or send it to friends and colleagues to take it for a test run. It’ll help by making sure the questions are logical and easy to understand.

**Collect Results and Analyze Data:**

If designed correctly, the data rolling in from your survey should help you decide what product to launch next, how to raise more money at your next fundraiser, or what to do to keep customers coming back.

**Question Types:**

There are two different types of questions that can be used in your surveys. The first is called a structured or fixed response question. Structured questions are questions that offer the respondent a closed set of responses from which to choose. Structured questions make data collection and analysis much simpler and they take less time to answer. The second is called non-structured or open question. Non-structured questions, or open-ended questions, are questions where there is no list of answer choices from which to choose. Respondents are simply asked to write their response to a question.

<http://blog.surveymonkey.com/blog/2011/07/13/create-a-great-survey/>

<http://www.sciencebuddies.org/science-fair-projects/project_ideas/Soc_survey.shtml>

<http://survey-software-review.toptenreviews.com/tips-to-creating-a-good-survey.html>